

# FAX

R. J. Reynolds Tobacco Co.  
400 Raritan Center Parkway  
Edison, N.J. 08837

Date 1/3/97

Number of pages including cover sheet 2

To:

Don Fitzgerald

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone

Fax Phone 910-741-4606

CC: Mark Young

From:

Lanny Wolfe

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Phone 908-225-4774

Fax Phone 908-417-9076

Voice Mail 800-757-8255 Ext. 48795

**REMARKS:**

☐ Urgent

☐ For your review

☒ Reply ASAP

☐ Please comment

Dear Don,

I would appreciate approval for the attached request for a private label brand for Pine Lesser.

Thanks for your help.

Happy New Year!

Lanny

*FLORIDA #1*

51851 9754

FORSYTH PRIVATE LABEL REQUEST

ACCOUNT NAME:

PINE LESSER.☐ INDIRECT RETAIL CHAIN

ADDRESS:

121 LAKEVIEW AVE.☒ DIRECT ACCOUNT

(No P.O. Boxes)

CLIFTON, N.J. 07011☐ DIRECT RETAIL CHAIN

CHAIN ID/DA #

363720

IF CHAIN:

☐ AVG. INDUSTRY CPW☐ PRESENT LOWEST PRICED BRAND☐ AVG. RJR CPW☐ PRESENT LOWEST PRICED BRAND

AVG. CPW

☐ IND. FP CPW☐ IND. BS CPW☐ # STORES

(SUPPLIER(S) NAME AND #)

STORE TYPE \_\_\_\_\_ (C/S, SM, ETC.)

RJR MERCHANDISING PLAN: ☐ YES ☐ NO

IF D/A:

PRESENT P/L BRAND(S) PRIVATE STOCK, WAVE.

ANN. RJR DOLLAR VOL

\$2,771,097PRESENT P/L ANN. CASE VOL. 196

RATIONALE FOR PRIVATE LABEL:

CURRENTLY BAT HAS 58.0% OF THE PRIVATE LABEL BUSINESS AND JAPAN TOBACCO HAS THE OTHER 42%. RJR NEEDS TO GET ITS SHARE!

COUNTIES AND STATES NEEDED:

ALL NEW JERSEY; ROCKLAND, ORANGE, WEST CHESTER, LONG ISLAND, AND MANHATTAN COUNTIES IN NEW YORK.LANNY WOLFE 1240

INITIATOR'S NAME &amp; DIV. #

(Please Print)

VOICE MAIL #

48795

AVP SIGNATURE

RETAIL BONUS \$

(CALCULATED BY S/A OFFICE)

FOR FORSYTH USE ONLY

DATE RECEIVED \_\_\_\_\_

BRAND AVAILABLE \_\_\_\_\_

PLACED ON HOLD UNTIL \_\_\_\_\_

PICTURE/UPC'S SENT

☐ YES☐ NOT YET AVAILABLE (NEW BRAND)

BLANK AGREEMENT SENT \_\_\_\_\_

51851 9755

51851 9756

MESSAGE CONFIRMATION

DATE: 01-03-75

TIME: 15:47

DATE	TIME	TV-TIME	DISTRICT	STATION ID	ISSUE	NO.
01-03	15:47	20:48	310	41 4800	53-1	003